



# The Place of Social Media and Technology in the Family

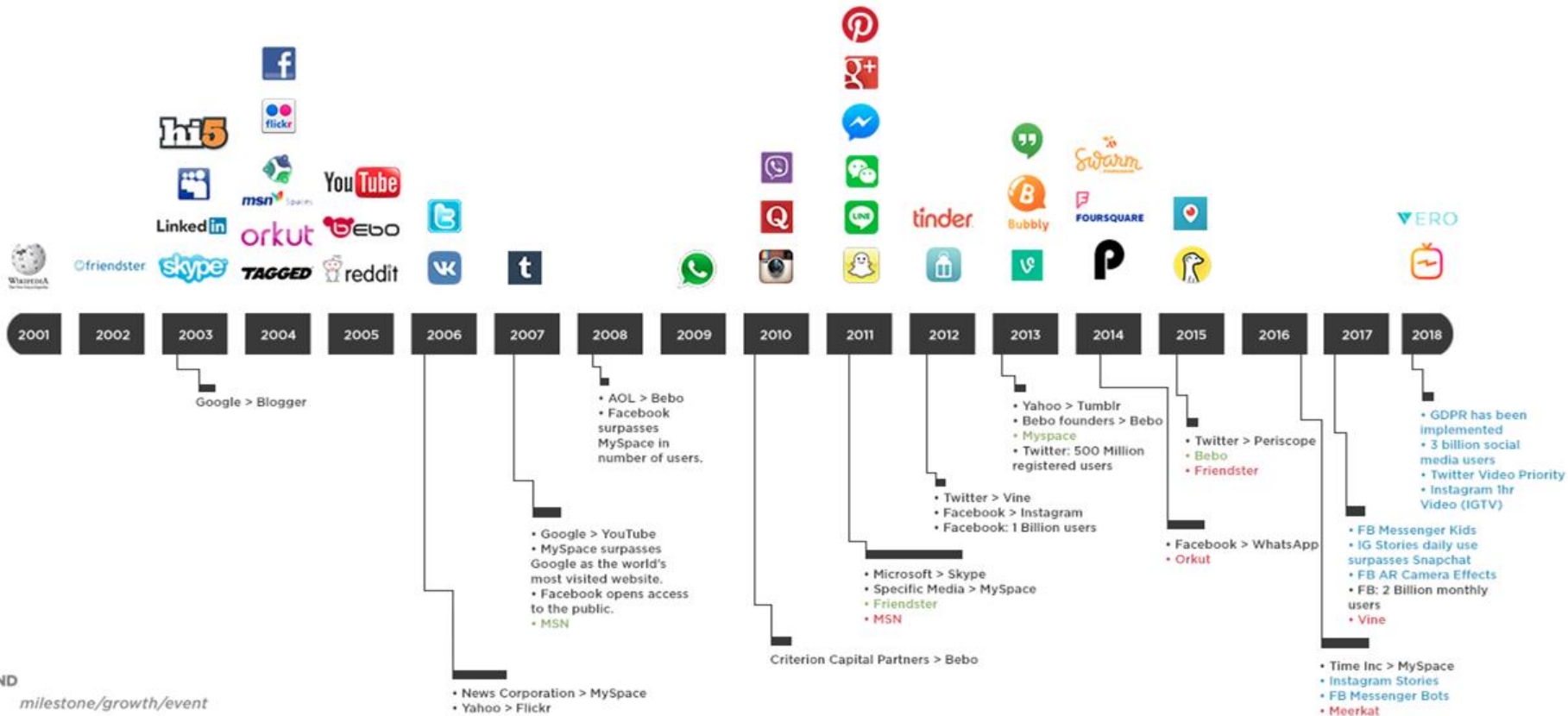
DUNHAM+COMPANY

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A close-up photograph of a person's hands holding a smartphone. The image is heavily filtered with a warm, orange-brown color. The text 'THE STATE OF TECHNOLOGY' is overlaid in the center in a bold, white, sans-serif font. The background shows the person's fingers gripping the phone, with the screen and keyboard area visible but slightly blurred due to the filter and focus.

# THE STATE OF TECHNOLOGY

# The Social Revolution



# The Mobile Revolution

Smartphones outsold PCs worldwide

2007

2008

2009

2010

2011

2012

2013

2014

2015

2016

2017

2018

## iPhone iOS



iPhone 3G.  
Built-in Apps



App Store

iPhone 3GS. video recording capabilities and Voice Control (not yet called Siri)

iPhone 4. First Retina display with a front-facing camera.



iPhone 4S. The arrival of Siri, the digital assistant.

iPhone 5. First look at Apple Maps.

iPhone 5S. Touch ID introduced to the iPhone line-up.

iPhone 6+. Bigger screen following the industry trend.

Apple Pay initial release.

iPhone 6S & 6S+ The first phones to support LTE-Advanced networks and also Apple's new 3D Touch displays.

iPhone SE & 7.



iPhone X



iPhone Xs

## Android

Google announces to offer Android OS for free.



The G1. First Android Phone. (Oct)

1 million units sold within 6 months in US.

App Inventor for Android launches.

Google launches Nexus series.

Samsung Galaxy Note. Phablet with huge screens.

Android takes over smartphone market share.



Google Play

Android expands to Android Wear, AndroidTV.

Android Pay initial release.



Google Assistant initial release.



Samsung S8



Samsung Galaxy Note 9

## Windows

N95. Windows Mobile as the most popular smartphone in the US



Microsoft decides to kill off Windows Mobile; Develops Windows Phone—a completely new OS.

Microsoft and Nokia earliest partnership is to build a mobile version of MS Office on Nokia Symbian phones.

Microsoft first phones running Windows Phone. Sales are low.

Nokia's profits begin to erode.

Microsoft and Nokia enters into a strategic partnership;

Lumia 800. Nokia unveils first Windows Phone.

Microsoft buys Nokia.

Sales of Nokia-Microsoft-branded mobile phones in steady decline since 2011.



Cortana initial release.



Microsoft Lumia 650

Microsoft is still providing required updates to the Windows 10 Mobile OS platform but the company is no longer developing new features for the OS.

## Blackberry OS

(Originally, Research In Motion)



Storm. Designed to battle the iPhone.

RIM had 20% share in the market next to Nokia's Symbian which has 44%.

RIM is now Blackberry Limited and launches its BB10 OS.

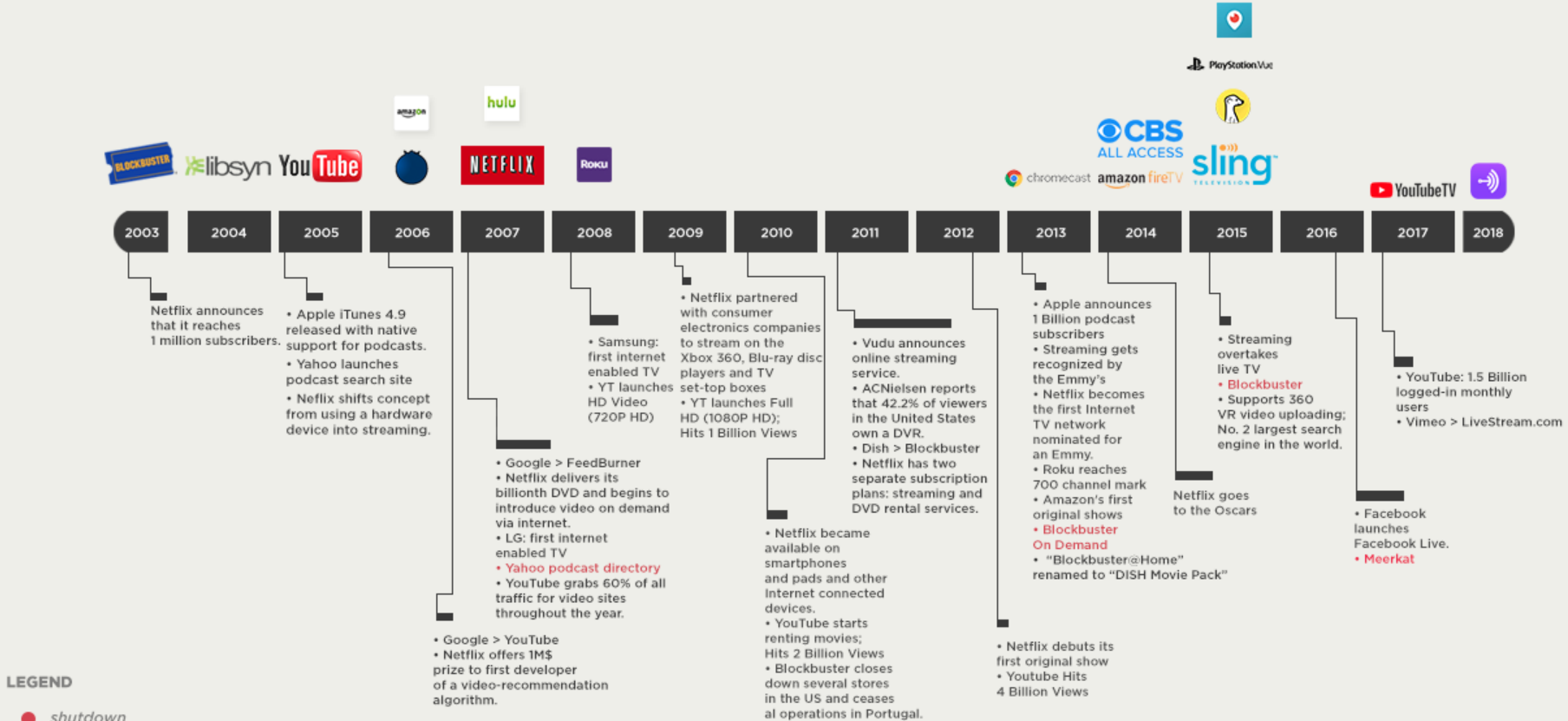
Struggled to attract app developers.

Priv. Blackberry releases its first Android powered smartphone, 7 yrs after rivals produced the 1st Android devices,

BlackBerry says to stop making smartphones & outsource all hardware development and manufacturing to external partners.

BlackBerry shuts down the BlackBerry Travel site (February 2018) and Playbook video calling service (March 2018).

# The Streaming Revolution



A hand is shown from the side, giving a thumbs up gesture. The hand is positioned on the left side of the frame, with the thumb pointing upwards and slightly to the left. The rest of the hand is clenched into a fist. The background is a solid, warm orange color with a slight gradient, being lighter at the bottom and darker at the top. The text "THE GOOD" is centered over the hand in a white, bold, sans-serif font.

**THE GOOD**

# Better Connected to More People

The Good



# Access to Anything Anytime

The Good





A close-up photograph of a hand making a thumbs-down gesture. The hand is positioned on the right side of the frame, with the thumb pointing downwards. The background is a warm, solid orange color. The text "THE BAD" is overlaid in the center of the image.

**THE BAD**

**Never Present**

**The Bad**



# Access to Anything Anytime (Increased Pornography Addiction)

**The Bad**



A young girl with her hair in a ponytail is sitting on a bench, looking down at a smartphone in her hands. The entire image is overlaid with a warm, orange-tinted filter. The text 'THE UGLY' is centered over the image in a bold, white, sans-serif font.

# THE UGLY

# The Ugly



**IF I JUST KEEP LOOKING CUTE**



**THEY'LL SURELY BLAME THE DOG**

**SOMETIMES, I USE  
BIG WORDS I DON'T ALWAYS  
FULLY UNDERSTAND**



**IN AN EFFORT TO  
MAKE MYSELF SOUND  
MORE PHOTOSYNTHESIS.**

A person is sitting and reading a book. The image is overlaid with a warm, orange-to-yellow gradient. The text is centered in white, bold, sans-serif font.

# **SOME BASIC BEST PRACTICES**

# Some Basic Best Practices

- Control Technology, Don't Let Technology Control Your House



# **Control Technology, Don't Let Technology Control Your House**



**Control Starts  
with  
Understanding**



**Control Involves  
Ongoing Awareness  
and Engagement**



A man with short hair and a beard, wearing a light-colored jacket, is sitting at a desk with a laptop. He is looking at the laptop screen with a thoughtful expression, his hand resting on his chin. The scene is lit with warm, golden light, likely from a window behind him. The text "WHAT I DO" is overlaid in the center in a bold, white, sans-serif font.

**WHAT I DO**

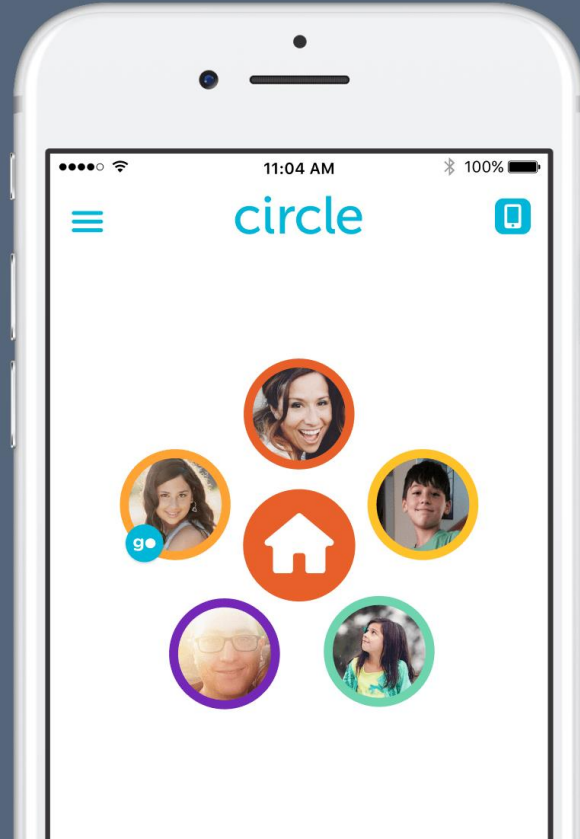


# Embrace Technology

*Laptops,  
Tablets,  
TVs,  
Alexa,  
VR, etc.*

# Control Technology

*We manage all passwords,  
restrict access and monitor  
all engagement*



# Talk About It

*Have an ongoing and open dialogue about technology interests and activities In the house*





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